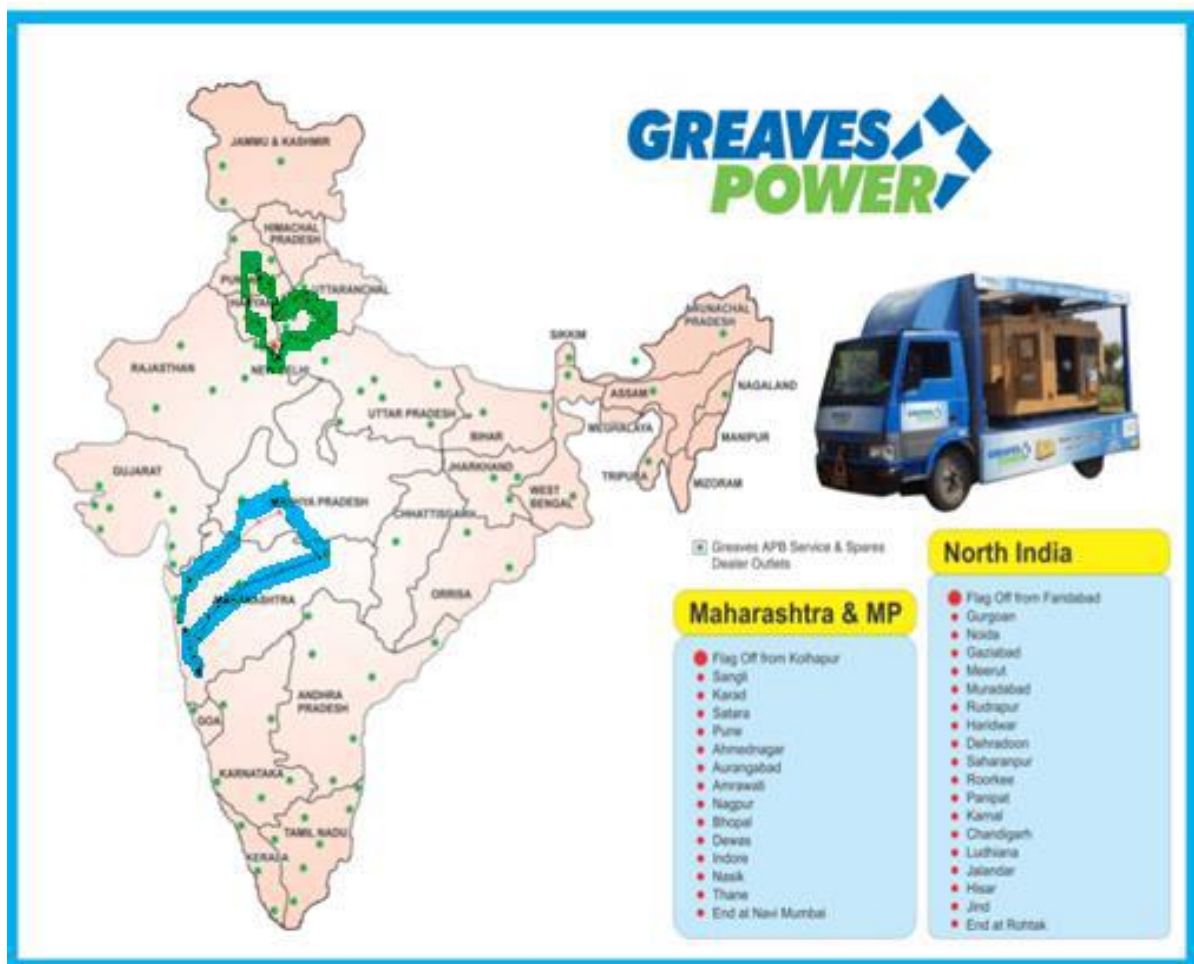


APB Road Shows in Northern & Western Region

10th May – 5th June 14

With the objectives of brand building, engaging the new and existing dealers, direct interaction with the prospective customers and generating enquiries, two consecutive Road Shows were organized by Greaves Cotton Ltd. in Northern and Western regions of India. The display vans covered more than 6000KMs, displaying the product, at more than 50 locations on its way.



The western region event started on May 10, 2014 at Kolhapur (Maharashtra), and was followed by the northern region event from Faridabad on May 14, 2014. The timing of the events was considering the peak genset sales in summer months.

The major areas covered were Faridabad, Gurgaon, Noida, Ghaziabad, Meerut, Moradabad, Rudrapur, Haridwar, Dehradun, Roorkee, Muzzafarnagar, Panipat, Karnal, Chandigah, Ludhiana, Jalandhar, Bhatinda, Hisar, Jind, Rohtak in North and in Western region covered Kolhapur, Pune, Aurangabad, Nagpur, Bhopal, Indore, Nasik, Navi Mumbai.

Road show was successful in the brand building as well as enquiry generation, and most importantly the enthusiasm it created among the new dealers and our own teams. We were able to connect with large number of prospective customers, dealers and distributors penetrating in various new markets like Uttarakhand and focus states of Punjab, Madhya Pradesh and Maharashtra.

Below are a few pictures of the Road Show



For significantly improving market share, such focus steps are being taken in the major markets and important industry segments. The product is being positioned as a reliable back-up power solution, at very competitive total cost of ownership.